



HEALTH RIGHTS HOTLINE

INDEPENDENT ASSISTANCE FOR HEALTH CARE CONSUMERS

Shelley Rouillard

Shelley Rouillard is the Program Director for the Health Rights Hotline, the first-of-its kind, independent assistance program for health care consumers, based in Sacramento, California.

Shelley was one of the Hotline's founders and established its extensive call handling and data collection protocols. She oversees the Hotline's operations, including its data analysis and systemic advocacy activities. She has conducted numerous training sessions on managed care and consumer health care rights to consumer organizations, health care providers, and customer service staff at the California Department of Managed Health Care.

Shelley has written or co-authored many reports on consumers' experiences with the health care system. In 2003, she developed a guidebook on establishing a consumer assistance program based on many observations, insights, and lessons learned during the Hotline's early years.

In addition to her tenure at the Hotline, Shelley has served as the Chief of Health Policy for the CalPERS Health Benefits Program. She also has directed contract negotiations with hospitals and physicians for a national preferred provider organization and spent several years as a legislative advocate on senior health and long term care issues in the California State Legislature. Shelley has a degree in Social Work from Rutgers University.